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7.28.07

Serial No. 09/843,589  
Reply to Office Action dated March 26, 2007

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Serial No.:** 09/843,589  
**Inventors:** BRUCKNER, John *et al.*  
**Filed:** April 25, 2001  
**Title:** **SYSTEM AND METHOD FOR  
MANAGING INTERACTIVE  
PROGRAMMING AND  
ADVERTISEMENTS IN  
INTERACTIVE BROADCAST  
SYSTEMS**

**Art Unit:** 2623  
**Examiner:** YIMAM, Harun M.  
**Confirmation No.:** 8739  
**Docket No.:** 113748-5764US

**AMENDMENT UNDER C.F.R §1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action of March 26, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2.

**Remarks/Arguments** begin on page 17.